



## The Shopping Activity: Food Security

### Materials Needed:

- Copies of article from San Francisco Gate from July 28, 2008. Found at:  
<http://www.sfgate.com/bayarea/article/Tenderloin-struggles-to-get-local-grocery-store-3203485.php>
- New article from 2014:  
<http://www.sfexaminer.com/sanfrancisco/corner-store-the-first-in-tenderloin-to-get-a-healthy-makeover/Content?oid=2761287>
- Prepared grocery lists for each student group- Example is found below

### Learning Objectives:

- The students will be able to have an understanding of why food services are needed and why it is needed in the Tenderloin neighborhood.
- The students will be able to have an understanding of the lack of grocery stores and the challenges of the clients who live in the Tenderloin.
- The students will be able to have an understanding of the assets offered in the Tenderloin.
- **Boundaries of the Tenderloin: Geary on the North, Larkin on the West. Market on the South and Mason on the East.**

### Overview:

1. Give the students an intro question: What is your favorite meal? Who prepares it? Where do you get it from?
2. Have the group discuss the question and break apart into groups
3. Explain briefly to the students that they will be given a list of grocery items and will be going out into the neighborhood of the Tenderloin and using only the local stores to gather the items.
4. Read to the students the following: This activity is to help you to understand the stereotypes and challenges of the neighborhood but also try to identify the assets of the neighborhood. Please be respectful in the stores, if a shop owner is giving you a hard time, it is better to just leave. You have 45 minutes to find the items on the menu. Follow the menu as if you were shopping to prepare your favorite meal. Write down the price of the items, take note of how many stores you went to find everything? How was the quality?
5. Let the students go in several different groups for 45 minutes, looking for the items on the list.
6. Upon return, discuss the experience using the following questions:
  - a. How much did your groceries cost? What seemed expensive? Cheap?
  - b. How did the storeowners react to you? Why?
  - c. What groceries did you have a hard time finding? Why?
  - d. What was the quality of the groceries?
  - e. How many stores did you end up going to?
7. After discussion, gather back into a circle and read the article.
8. Lead into discussion questions.

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## Discussion Questions

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- 1) What did you notice about the Tenderloin? Any initial comments or notable moments?
- 2) What surprised you? One positive, one negative
- 3) What would you find hard about shopping here if you were a Tenderloin resident? What would be something positive about corner store shopping?
- 4) How many stores did you notice selling alcohol? What could this mean?
- 5) Why is it so hard for residents to get a grocery store? What does this mean about the neighborhood?
- 6) How would having a grocery store help? Hurt?
- 7) Based off of your interests, could you have had your meal to your preference here in the TL?
- 8) The affordable housing is not creating an atmosphere that is actually livable. Why should affordable equal unlivable?
  - a. The problem might not be that there isn't a grocery store but that the housing is unlivable. SROs can be under 30 days so no continued residence or building of a community.
  - b. Compare the above to a dorm.
- 9) What assets of the Tenderloin did you notice while shopping?
  - a. Offers a community-lots of people talking and socializing out and about
  - b. Organizations providing services-Glide, Saint Anthony's Foundation, Ect.
  - c. Close Proximity to many locations
  - d. Easy public transportation
  - e. Close to downtown
  - f. Walkable
  - g. Restaurants/bars
  - h. locally owned business

# Menu

Meals for Family of 4

## Breakfast

Oatmeal with Fresh Fruit

Scrambled Eggs

Toast or Tortillas

Milk

Needed:

- ½ dozen eggs
- ½ Gallon of Milk
- Fresh fruit: 4 bananas and berries or seasonal fruit for 4
- Bread or tortillas for 4
- 2 cups uncooked oatmeal

## Lunch

PBJ Sandwich

Serving of fresh fruit

Healthy snack

Needed:

- 8 slices of bread
- Peanut butter
- Jam or jelly –If you want to provide a healthy option the jam/jelly should not contain high fructose corn syrup.
- 4 servings of fresh fruit--like 4 oranges
- Healthy snack—like a non-candy bar...read ingredients should be low sugar and whole ingredients and low salt.

## Dinner

Pan cooked chicken

Steamed veggie

Steamed rice

Needed:

- 2 pounds of chicken
- Fresh, in season, veggie. Not a starch, so not potatoes. Example: 3 heads broccoli/green beans/beets
- Bag of Brown Rice
- Butter



# Tenderloin struggles to get local grocery store

Gritty, low-income neighborhood yearns for a full-service market with fresh produce

July 28, 2008 | By Marisa Lagos, Chronicle Staff Writer

It seems like the simplest of necessities: a full-service grocery store. But things are never simple at the corner of Eddy and Taylor streets in the heart of the Tenderloin, San Francisco's densest neighborhood and one of its most notorious.

A local nonprofit has been working with city officials for two years to open a grocery store here, an area more known for drug dealers and prostitution than for its thousands of children and families. That admittedly well-deserved reputation, combined with the neighborhood's poor residents, security concerns and a lack of parking and financing, has made it nearly impossible.

It's not a challenge entirely unique to the area. Many grocery stores have pulled out of urban areas in recent years, including some San Francisco neighborhoods. But the demographics and reputation of the Tenderloin make things all the more difficult

"It's so important to have, but it's one of those things that most of us live our lives without being aware of - except for the people who have to hop onto Muni and lug back their groceries," said Don Falk, executive director of the Tenderloin Neighborhood Development Corp., which owns a parking lot at Eddy and Taylor streets. The nonprofit housing company hopes to develop the land into a 14-story residential tower for low-income families, with a grocery store on the ground floor.

But after several studies, a lot of outreach and a few close calls, Falk and Mayor Gavin Newsom, who has met with grocers, aren't much closer than they were two years ago.

A number of stores have turned the city down cold, while others, like Fresh and Easy - a chain that will soon be moving into the Bayview neighborhood, a huge coup for Newsom - pulled out when representatives visited the proposed site, which is just a block from a Hilton hotel but seems worlds away.

Falk is now in talks with Grocery Outlet, a discount chain. If it commits to the site, the Tenderloin Neighborhood Development Corp. would have to raise \$5 million to finance its construction - a challenging but not insurmountable goal.

The need is clearly there. While not all residents have full kitchens in their apartments, most have access to one. In a 2007 survey of Tenderloin residents commissioned by the TNDC and conducted by an Oakland nonprofit, 75 percent of respondents said they cook at home daily or several times a week.

There are about 40 stores that sell food items in the neighborhood, but the nearest

full-service grocery store is, on average, a half mile away. Tenderloin residents either shop at corner stores - whose bread and butter are liquor and tobacco sales, not fresh produce and meat - or travel to other neighborhoods. The closest alternatives - the upscale Bristol Farms in the Westfield San Francisco Centre mall or Harvest Urban Market on Eighth Street - are well out of most residents' price range. And since very few of them have cars, they often make multiple grocery trips to other areas of the city.

"The corner markets just don't cut it. They tend to sell more alcohol than food," said Mike Williams, 51, who lives in the Franciscan Tower on Eddy Street, less than a block from the proposed grocery site. Williams said many of the corner stores change their prices from day to day and even customer to customer.

"I've also experienced, on and off, bad food - milk curdled at the point of sale," he said. "Generally speaking, I take the train to go all the way to Safeway on Church and Market streets, and many of my neighbors do, too."

The 2007 survey showed that there is fresh produce and some meat available in the neighborhood, but that the number of stores with these necessities are outnumbered 4 to 1 by establishments that do not carry fresh items. The survey also concluded that prices vary widely, and that customers must go to many stores to get everything they need and to find the best deals. In general, none of the stores have all the basics, which include fruit, vegetables, dairy products, grain products, meats, canned foods and fats and oils.

California Grocer owner Jimmy Shameih, who has had the small Eddy Street market for 17 years, said he tried to sell fresh meat but ended up throwing most of it out. He would be happy to see a full-service market, he said. It could even spur his sales of fresh items eventually by making them more attractive to his clientele, he said.

"From a business standpoint, I don't think that (a full-service grocery store) coming into the neighborhood would hurt my business. If they are able to provide any services we can't ... it will enhance the Tenderloin," he said.

Dina Hillard, 33, a Tenderloin resident and former teacher, agreed. She noted that many residents haven't been exposed to fresh products and don't think of them when they are looking to make dinner.

"When I was teaching (at the nearby San Francisco Christian Academy), I had the kids draw a picture of their favorite vegetable," she said. One of the children drew a potato with sprouts on it - "that's how he thought a potato looks."

# Corner store the first in Tenderloin to get a healthy makeover

By [Jessica Kwong](#)

The San Francisco Examiner

April 11, 2014

On Wednesday afternoon, 60-year-old Augusto Reguindin walked across the street from his Tenderloin apartment with a shopping bag. He was heading to Radman's Produce Market for something that's hard to find in the neighborhood: fresh and healthy food.

A regular at the store, Reguindin picked out five tomatoes, five chili peppers, three onions and some garlic.

"Any fresh spinach?" he asked the market owner.

"Just frozen," answered Fadhl Radman, 50, explaining that fresh spinach perishes too quickly.

Over the past two years, and with the help of the Tenderloin Healthy Corner Store Coalition, Radman has been converting his store from carrying primarily junk food to one that offers healthier options and more produce. For a neighborhood of mostly low-income residents that's known for crime and homelessness, the transformation is a welcome development.

"The whole idea is to try to modify people's eating habits," Radman said. "Build up their interest in fruits and vegetables."

Radman's Produce Market is an oasis in a neighborhood oversaturated with stores that mostly offer alcohol, tobacco products and junk food. Tucked into a storefront at 201-D Turk St. between Jones and Leavenworth streets, it is surrounded by seven other corner stores and two large below-market-rate housing developments.

"The one thing that people don't realize is that families live in the neighborhood and of course there are seniors who all need access to fresh, healthy produce," said Supervisor Jane Kim, who represents the area. "This is actually the issue that we have, that the Tenderloin is a food desert."

While the Tenderloin often gets labeled as a place where food is scarce, Susana Hennessey Lavery of the Department of Public Health likened it more to a food swamp.

"It's where there is a lot of food, but it's high in salts, fats and sugar, with little nutritional value," she said. "So there's plenty of products saturated in the neighborhood, but not healthy ones."

The transition for Radman's Produce Market started when the coalition brought in taller shelves to move packaged items to the middle of the store, creating room near the windows to display fresh fruits and bulk bins for oatmeal and grains, among other things.

Radman's is not the only store selling produce in the Tenderloin, but is the first to undergo such a transformation. In the Bayview-Hunters Point area, Lee's Food Mart, Ford's Grocery, and Kennedy's Market and Deli changed their offerings with the help of the Food Guardians and Southeast Food Access groups.

More corner stores in the Tenderloin and Bayview are expected to receive help under the Healthy Food Retail Incentives Program, a yearlong pilot introduced by Supervisor Eric Mar and passed in September. A dozen store owners attended a workshop in the Tenderloin in February and half of them will be assessed. Three to five will be selected for the program, which has a \$60,000 budget.

“Early on, we had questions around whether there was real interest and commitment to be part of this program,” said Healthy Retail SF project manager Jorge Rivas. “We had nearly 20 folks show interest, and there’s no way for us to meet those needs.”

Mar’s office said the supervisor hopes to continue the program through San Francisco’s budget or by leveraging private funding.

“We’re also hoping if we’re successful in passing the sugary beverage tax in November, there’s going to be a dedicated amount of funding that can come from that,” said Nick Pagaoulatos, a legislative aide for Mar.

Radman’s Produce Market is holding a grand reopening during this weekend’s Sunday Streets event, and the owner plans to serve samples of healthy food and hand out recipes.

The market opened in 1998 with about 20 different types of the most common produce — apples, oranges, grapes, potatoes and tomatoes — and has offered up to 50 different kinds since then. Some of the newer items include celery, broccoli, red lettuce, Italian parsley and even kale, which Radman said didn’t sell too well.

“It doesn’t make sense to buy it and just watch it die there,” he said. However, he added that he’s “going to try it again, see if it goes well.”